

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of : Gary William Flake et al.  
Application No. : 10/625,000  
Filed : July 22, 2003  
Title : CONCEPT VALUATION IN A TERM-BASED CONCEPT  
MARKET  
  
Examiner : Neil R. Kardos  
Art Unit : 3623

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION**

Sir:

In response to the non-final Office Action dated October 1, 2009, please re-consider the above identified application in light of the following, wherein:

**Amendments to the Claims** are noted in the marked-up version of the claims beginning on page 2 of this paper; and

**Remarks** begin on page 6 of this paper.